

## Stand Out from the Crowd

### *Marketing Solutions which give Your Property the Unfair Advantage*

I recently had the opportunity to attend a Property Management Leaders Summit on the Gold Coast and came away with a renewed understanding of how managing agents should be marketing rental properties.

The psychology behind advertising for a tenant is quite complex and can be a critical factor in determining what kind of tenancy eventuates.

As your professional managing agent, our goal is NOT just to find the tenant who can afford the rent and wants to live in your property - it is to attract the BEST possible tenant who will look after your investment.

Furthermore, the relationship between the tenant and the Lessor/Agent begins with the advertisement. A well-constructed ad with professional photos shows the tenant that the Lessor/Agent cares about the property and the underlying expectation is that the tenant will in turn care for the property.

### *Professional Photography*

The power of good, clear, inviting photos cannot be overstated. Photos are critical to attracting the most interest, and in turn having the best range of applications to choose from.

You only get one chance to make a first impression with your property - make it count by investing in Professional Photographs.

When the time comes for us to advertise your property, and we don't yet have professional photos of your property, we can arrange them to be done for you. And once we have quality professional photos of your property, we can use them each time you need to find new tenants.

*Laura Valenti, Managing Director*

*Which Property attracts you more?*



Using regular camera



Using Professional Full-Frame Camera



*They are all of the same property, taken within one week of each other.*

# LEASED IN MARCH

David St, Burpengary	3 Bed Townhouse, ens, SLUG	\$285 (same)
David St, Burpengary	3 Bed Townhouse, ens, SLUG	\$285 (incr \$5)
Glendale St, Caboolture	3 Bed House, SLUG	\$290 (same)
Paddington St, Morayfield	4 Bed House, ens, DLUG	\$330 (same)
Skye St, Morayfield	3 Bed, Highset house, DLUG, rooms downstairs	\$330 (new)
Swann Rd, Bellmere	4 Bed House, ens, DLUG	\$330 (same)
Swann Rd, Bellmere	4 Bed House, ens, DLUG	\$340 (same)
Bangalow St, Morayfield	4 Bed House, ens, DLUG	\$345 (same)
Racemosa St, Caboolture	4 Bed House, ens, DLUG	\$350 (new)
Fodora Pl, Burpengary	3 Bed House, ens, DLUG	\$380 (new)
Habitat Ct, Burpengary	4 Bed House, ens, DLUG	\$380 (new)
Kernel Rd, Naranga	4 Bed House, ens, DLUG	\$390 (same)
Oregano Ct, Griffin	4 Bed House, ens, DLUG	\$410 (new)
Bearcat Cct, Bray Park	4 Bed House, ens, DLUG	\$420 (incr \$5)
Central Lakes Dve, Caboolture	5 Bed House, ens, DLUG	\$430 (incr \$40)
Behrens Rd, Bellmere	4 Bed House on 5 acres, Sheds, Stables, DB Carport	\$480 (new)
Oakey Flat Rd, Narangba	4 Bed House, 3 Bathrooms, 3 x LUG, Pool	\$570 (incr \$10)
Baze Ridge Dve, Narangba	4 Bed House, ens, Pool, DLUG + 2-bed Granny Flat + Pool	\$870 (new)
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River Hills Rd, Eagleby	3 bed Townhouse, ens, SLUG	\$320 (new)
Jellicoe St, Loganlea	3 bed Townhouse, ens, SLUG	\$320 (new)
Robert Street, Loganlea	3 bed Townhouse, ens, SLUG	\$340 (new)
Robert Street, Loganlea	3 bed Townhouse, ens, SLUG	\$340 (new)
Cottonwood St, Jimboomba	4 bedroom House, ens, Carport	\$380 (new)

## CALENDAR DATES FOR APRIL

Wed 1st April  
Wed 8th April  
Wed 15th April  
Wed 22nd April  
Wed 29th April

Monthly Statement Issued

Wed 29th April

DISBURSEMENTS

OFFICE HOLIDAYS

Easter  
Fri 3rd April to  
Mon 6th April



Anzac Day  
Sat 25th April

## Team Update...

The beginning of this year saw us expand again, and hence the need to put on another Property Manager. **Debbie Barkla**, who has been our receptionist since last year, eagerly accepted the position. It has been her career goal to become a Property Manager, and Debbie is thoroughly enjoying her new role.

Debbie



Jo



As her replacement at the busy front reception at our Burpengary Office, I am pleased to introduce **Jo Mansfield**. Jo is a very competent administrator with impressive customer service skills. Jo holds herself to high standards and is always looking for ways to improve our service to our Clients.

In short - Jo is a perfect fit for the Solutions Team!